

Lesson Classification: UNCLASSIFIED

Lesson ID: 67746-38170

Title: Public Affairs Manning

Operation/Exercise Name: TANDEM THRUST 97

Observed: 28 Mar 1997

Originator: 11TH MEU PAO

POC: CAPT LOPEZ Commercial: () - DSN:

5. (U) OBSERVATION:

During Tandem Thrust 97 (TT97), Commander, Task Force (CTF) 76 (COMPHIBGRU 1) embarked a full time Navy Public Affairs Officer aboard the USS Essex two weeks prior to the commencement of exercise TT97.

6. (U) DISCUSSION:

The 11th MEU (SOC) Public Affairs Office (PAO) (already embarked aboard the Essex as part of WESTPAC 96-3) and the CTF 76 PAO were able to coordinate several successful VIP and media embarkations.

7. (U) LESSON LEARNED:

The opportunity to have two dedicated PAOs, one Marine Corps and one Navy, aboard the amphibious flagship providing public affairs and protocol support to a high profile combined multinational exercise ensures that all aspects of public affairs are successfully accomplished. Intelligence, Operations, Logistics, Communications and SJA staff sections all have full time, school trained staff officers on both CPR and MEU staffs, so should public affairs!

8. (U) RECOMMENDED ACTION:

Whenever possible, Amphibious Squadrons should have a dedicated and professionally trained PAOs to work the embarked MEU PAO in public affairs coordination and execution. The result is a highly successful PA effort that benefits the image, prestige and reputation of the forward deployed Navy/Marine Corps team.

9. (U) COMMENTS:

None.

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